

CHANDLER PACHECO

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| PROFESSIONAL SUMMARY

Creative Social Media Manager experienced in managing social media across multiple brands. Proactive and hardworking individual talented in program integration, strategic planning and social marketing evaluation. Looking to transition from digital marketing to front-end development. Spent the free time during the pandemic learning code with various boot camps, workshops, and classes. A self-motivated, hard-working web developer with a flair for creating elegant solutions in the least amount of time. Developed a weather app and dictionary app utilizing react.

| WORK HISTORY

ECampus.com - Social Media Manager

Lexington, KY • 12/2020 - Current

- Set clearly defined goals to drive major business initiatives, including increased customer retention, sales, online presence, brand awareness and website or social media traffic.
- Increased engagement by 10% across all accounts.
- Identified target market and key segments through in-depth analysis of markets and related trends.
- Created and facilitated social contests (giveaways, photo contests, March Madness Bracket contest, etc.) to retain customers/followers and attract new customers/followers.
- Drove brand awareness with Reels by producing video content with a reach of 2000 on average
- Developed marketing content such as blogs and organic content for social media.

Pikeville Medical Center - Contract Social Media Specialist

Pikeville, KY • 03/2020 - Current

- Created a social media presence for the PMC Recruitment Services team
- Grew their following from 0 to over 700 in less than a week
- Developed a basic social media calendar, which included scheduling social media posts, social ads, marketing campaigns and website updates. And could be used as a framework for all future employees.
- Strategized social media campaigns for clients, helping to meet goals and reach untapped potential customers.
- Analyzed KPIs monthly, applying data analytics to drive future strategic planning.

| EDUCATION

University of Pikeville

Pikeville, KY • 05/2016

Bachelor of Arts: Communication

| SKILLS

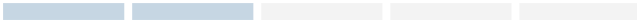
- Front-End Skills: HTML, HTML5, CSS, CSS3, AJAX, JAVA
- Version Control Systems: Git, Github
- Web Technologies: AngularJS, jQuery, Bootstrap
- JS Frameworks: React, Angular, Vue
- Agile/Scrum Methodology
- API Design and Development
- Google Analytics
- Data Analytics
- Project Management
- Marketing Strategy Development
- Lead Generation
- Social Media Campaigns
- Content Creation Tools

| CERTIFICATIONS

- Coding Basics, SheCodes - 2020
- Certified Front-End Developer, SheCodes - 2020
- React Development, SheCodes - 2021

| LANGUAGES

German

 Limited Working

Loxley Services - *Social Media Specialist*

Gainesville, FL • 07/2019 - 03/2020

- Managed social media accounts for 4 brands, generating interest for existing and upcoming product or service releases.
- Increased customer engagement through social media by 250%.
- Developed and implemented social community management that resulted in \$600,000+ increase in sales revenue per quarter.
- Developed social media calendar, which included scheduling social media posts, marketing campaigns and website updates.
- Wrote succinct, accurate, and creative copy to drive traffic to branded websites.

Birge And Held - *Leasing Agent*

Lexington, KY • 11/2018 - 07/2019

- Handled tenant communications by quickly responding to requests for maintenance and answering any questions or concerns.
- Kept records accurate, detailed and fully compliant with reporting requirements to meet all state, local and federal housing requirements.
- Decreased property vacancy by almost 40%
- Monitored advertising effectiveness by gathering information about market competition in local area.

University of Pikeville - KYCOM - *Assistant to the Associate Dean for Student Affairs*

Pikeville, KY • 05/2017 - 01/2018

- Directed activities of the student affairs department developing and implementing student recruitment strategies and KYCOM brand awareness.
- Managed 200+ student organizations
- Prepared a variety of different written communications, reports and documents to ensure smooth operations within student affairs.
- Resolved conflicts and negotiated mutually beneficial agreements between students.